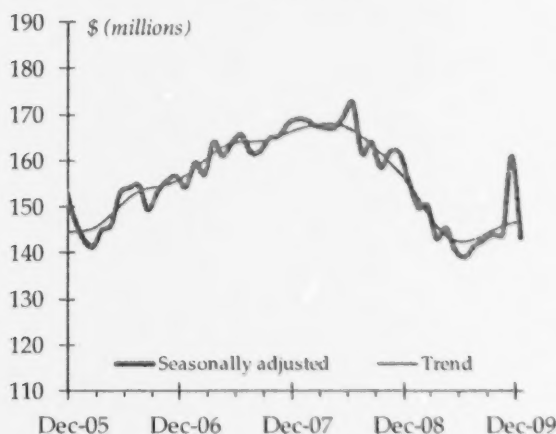


Tourism Sector Monitor ♦ March 2010

Room revenue

Room revenues fell (-11.0%, *seasonally adjusted*) in December, almost completely offsetting the November gains of 11.7%. The previous month's growth stemmed from a major influx of pre-Olympic vacation rental sales (+115.7%) in Mainland/Southwest for the Vancouver 2010 Winter Olympic Games. As a result, December room revenues in Mainland/Southwest room receipts dropped (-17.7%), compared to November's 20.7% growth. Similarly, Vancouver Island/Coast (-2.1%), Thompson/Okanagan (-3.0%), Kootenay (-6.6%) and North Coast (-0.3%) room revenues contracted. Cariboo (+0.3%), Nechako (+2.2%) and Northeast (+5.7%) all saw accommodation sales rise.

Room revenues dropped in December after a large November boost in Olympic-related sales



Data Source: BC Stats

Room receipts at all hotels fell (-3.8%), brought on by a drop at small (1-75 rooms; -6.9%), mid-sized (76-150 rooms; -1.8%) and very large (251+ rooms; -7.1%) hotels. Only large (151-250 rooms; +1.6%) hotels garnered higher room revenues. Room receipts at other accommodations (+0.1%) were offset at motels (-0.1%). Vacation rentals plummeted (-60.2%) following a strong November surge (+115.7%).

Table 1: Room revenue
(seasonally adjusted)

| | Dec-09 (\$000) | Nov-09 (\$000) | change % |
|-----------------------------------|-------------------|-------------------|-------------|
| Accommodation Type | | | |
| Total | 143,447 | 161,090 | -11.0 |
| Hotels | 106,823 | 111,045 | - 3.8 |
| Motels | 16,791 | 16,802 | - 0.1 |
| All other accommodations | 19,787 | 33,216 | -40.4 |
| Regions (Top 3 performers) | | | |
| Northeast | 6,025 | 5,702 | + 5.7 |
| Nechako | 768 | 752 | + 2.2 |
| Cariboo | 4,594 | 4,579 | + 0.3 |

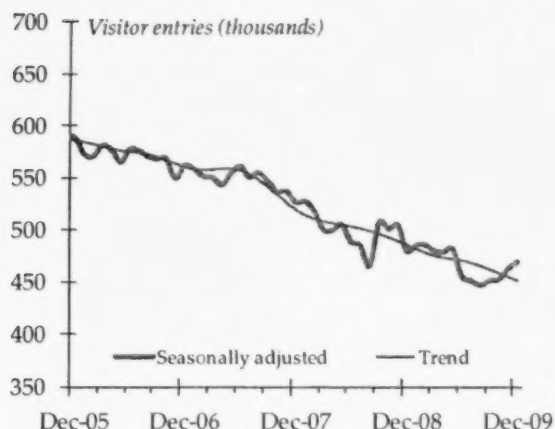
Data Source: BC Stats

Visitor entries

Travellers to Canada via BC increased (+1.4%, *seasonally adjusted*) in December as growth in American arrivals (+2.4%) outweighed a decline (-2.0%) in other overseas visitors.

Both same-day (+4.6%) and overnight (+1.3%) visits from south of the border increased, as did entries from Asia (+2.6%). However, travellers coming from Europe declined (-6.1%), most notably due to fewer visitors from UK (-10.0%). Arrivals from other international destinations also fell (-4.0%).

Visitor entries climbed for the fourth straight month in December



Data Source: BC Stats & Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

| | Dec-09 (000s) | Nov-09 (000s) | change % |
|--------------------------|------------------|------------------|-------------|
| American visitors | | | |
| Total | 366 | 357 | + 2.4 |
| Same-day | 118 | 113 | + 4.6 |
| Overnight | 248 | 245 | + 1.3 |
| Overseas visitors | | | |
| Total | 104 | 106 | - 2.0 |
| Europe | 39 | 41 | - 6.1 |
| Germany | 7 | 7 | - 1.5 |
| UK | 17 | 19 | -10.0 |
| Asia | 46 | 45 | + 2.6 |
| Hong Kong | 7 | 7 | + 2.4 |
| Japan | 10 | 10 | + 3.1 |
| Taiwan | 4 | 4 | + 1.4 |
| Other | 19 | 20 | - 4.0 |

Data Source: BC Stats & Statistics Canada

Other indicators

Occupancy at BC hotels retracted (-0.4 percentage points) to 57.9% in December, while the average room rate fell (-2.2%) to \$128.90.

Vancouver International Airport saw more (+1.5%) passengers taking flight due to a higher volume of domestic (+1.8%) and trans-border (+3.5%) travellers. Other international traffic

dipped slightly (-1.0%). Passenger volumes at Victoria International Airport inched up (+0.4%) in December.

BC Ferries added 90 extra sailings for the year-end holiday season. Subsequently travel picked up as more vehicles (+1.4%) and passengers (+5.1%) boarded.

December saw a slight uptick (+0.7%) in revenues at BC's food services and drinking places.

Table 3: Other tourism indicators
(seasonally adjusted)

| | Dec-09 | change from Nov-09 |
|--|--------|-----------------------|
| Hotel Industry | | |
| Occupancy Rate (%) | 57.9 | -0.4 pp |
| Average Room Charge (\$) | 128.90 | - 2.2 |
| Airport Passengers | (000s) | (%) |
| Vancouver International Airport | | |
| Total Traffic | 1,377 | + 1.5 |
| US (trans-border) | 330 | + 3.5 |
| Other International | 307 | - 1.0 |
| Canada (domestic) | 741 | + 1.8 |

Data Source: YVR & BC Stats

Victoria International Airport

| | | |
|---------------|-----|-------|
| Total Traffic | 132 | + 0.4 |
|---------------|-----|-------|

Data Source: Victoria Airport Authority & BC Stats

| Food Services Receipts | (\$ millions) | (%) |
|-------------------------------|---------------|-------|
| All Establishments | 654 | + 0.7 |
| Food Service | x | x |
| Drinking Places | x | x |

Data Source: Statistics Canada & BC Stats

| Transportation | (000s) | (%) |
|-----------------------|--------|-------|
| BC Ferries | | |
| Vehicle Volume | 695 | + 1.4 |
| Passenger Volume | 1,796 | + 5.1 |

Data Source: BC Ferries & BC Stats

| Exchange Rates | Cdn \$1.00 | |
|------------------------|------------|-------|
| US Dollar (\$) | 0.948 | 0.00 |
| UK Pound (£) | 0.584 | +0.02 |
| Japanese Yen (¥) | 85.215 | +1.12 |
| Australian Dollar (\$) | 1.051 | +0.02 |

Data Source: Statistics Canada (pp = percentage points)

A look ahead—January 2010†

Room revenue in BC grew (+3.3%, *seasonally adjusted*) in January, one month before the official start of the Vancouver 2010 Winter Olympic Games. While the main driver was Mainland/Southwest (+5.7%), Thompson/Okanagan (+6.2%), Cariboo (+4.2%) and North Coast (+5.4%) also made positive strides in room receipts. Accommodation sales fell in Vancouver Island/Coast (-1.8%), Kootenay (-4.7%), Nechako (-3.6%) and Northeast (-6.5%).

Revenues at hotels (+4.4%) rose in January, brought on by increased sales at small (1-75 rooms; +4.4%), mid-sized (76-150 rooms; +3.6%), large (151-250 rooms; +5.8%) and very large (251+ rooms; +4.4%) hotels. Motels (+2.4%) and vacation rentals (+2.3%) saw similar increases in room revenues. However, other accommoda-

tions (including fishing lodges) lost some ground (-5.1%).

Passenger volumes at Vancouver International Airport fell (-0.9%) across the board as fewer domestic (-0.9%), trans-border (-1.1%) and other international (-0.8%) passengers took flight. Victoria International Airport also saw passenger traffic decline (-2.9%) in December. This was also the month that full-body scanners were installed at major airports across Canada.

Mid-month windstorms hampered travel across the Strait of Georgia and caused some and power outages and ferry cancellations. This may have contributed to lower vehicle (-1.1%) and foot passenger (-1.8%) volumes.

Revenues at BC's food services and drinking places industry expanded (+1.5%).

Related news/events for January 2010

- Eight major international transportation hubs (including Vancouver) have full body scanners installed as a product of the federal government's response to a worldwide increase in airport security following a failed terror attack on Christmas Day.
- BC Ferries reduced fuel rebates from 10% to 5% on all minor routes due to higher fuel prices.
- Vancouver City Council approved a motion to allow private liquor stores to sell hard liquor, beer and wine when they first open – formerly stores were only allowed to sell hard liquor from the second year of operation.
- The Vancouver 2010 Winter Olympic Torch relay reached the highest point at Kootenay Pass in BC: 1,770m.

† Companies file their hotel room taxes with varying delays. The initial data received by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data in January are not reported until April. However, we also report "preliminary data" with a two-month lag.

Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating increases or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: BC's tourism sector in 2009

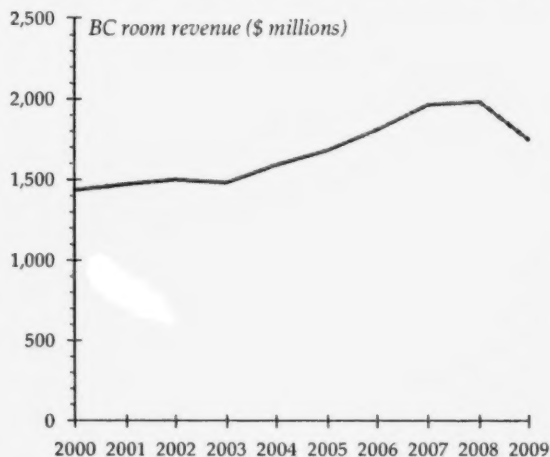
Introduction

Last year was difficult for the entire tourism sector, mainly due to the economic recession. Even though this started during late 2008, it gripped most industries by force through 2009 as annual room revenues fell for the first time in six years—and quite substantially in that regard.

Room revenues took a huge hit in 2009

Receipts at BC's accommodation properties fell by 11.7% in 2009, bringing in only \$1.7 billion—compared to 2008's \$2.0 billion. Steady growth through the earlier part of the decade (except for 2003 when room revenues slipped 1.5%) stalled in 2008 (with only 0.7% growth), before buckling under the pressure of a worldwide recession.

The recession interrupted the accommodation industry's steady growth in 2008 through 2009

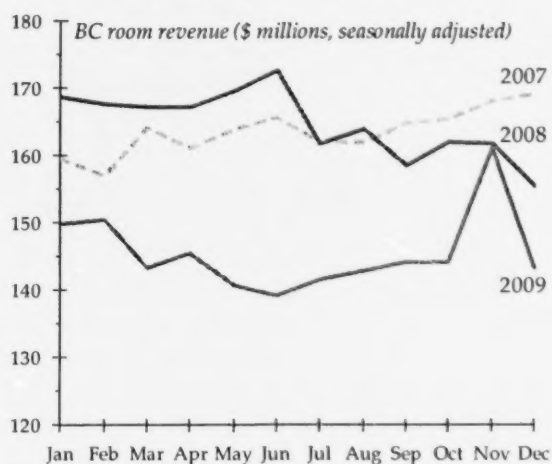


Data Source: BC Stats

While 2007 still showed strong growth, a steady decline in (seasonally adjusted) room revenue started in June 2008 and continued for 13 months. Accommodation sales in preparation to the Vancouver 2010 Winter Olympic Games

"saved" the industry towards the end of 2009 as vacation rentals were up sharply.

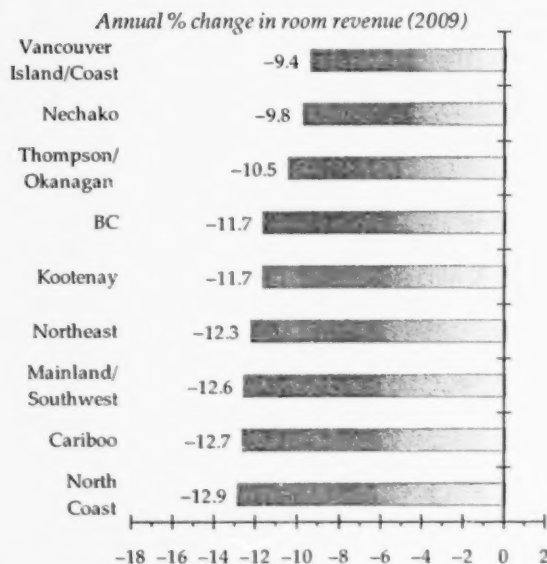
2009 monthly performance in room revenue was well below 2008 and 2007



Data Source: BC Stats

Despite the poor performance across the board, Vancouver Island/Coast suffered the least, dropping only 9.4%. In fact, only three regional districts performed better than the regional average. While North Coast led the province in room revenue growth in 2007, it performed worst in 2009 (−12.9%). However, it was the collapse of Mainland/Southwest (−12.6%), the largest contributor to provincial room receipts, that drove provincial figures downward.

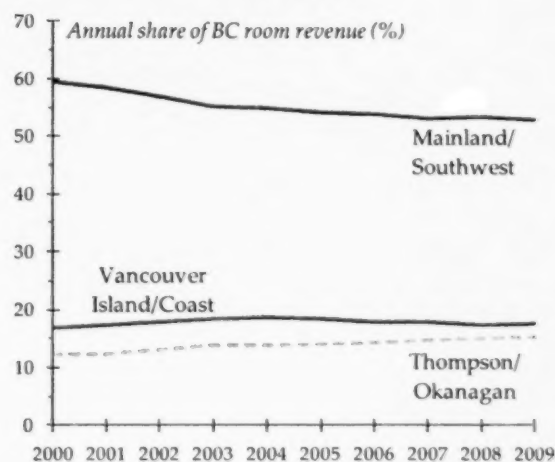
Vancouver Island/Coast dropped 9.4% in room revenues for 2009



Data Source: BC Stats

Mainland/Southwest has been losing ground in terms of its share of provincial room revenue, which stands at 52.9% for 2009. However, while Vancouver Island/Coast's share has remained fairly constant (17.7% in 2009), Thompson/Okanagan and other regions have been gradually increasing their shares.

Thompson/Okanagan and other development regions are increasing their share of provincial room revenue

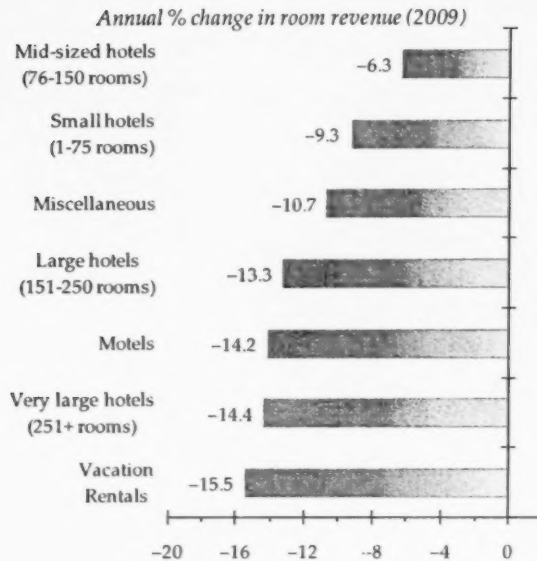


Data Source: BC Stats

All types of establishments were slower last year

Worst hit by the economic downturn were vacation rentals, dropping 15.5% in 2009. This category is mainly comprised of accommodations sold on a temporary or short-term basis. Therefore, it would typically be someone's private, non-permanent place of residence, possibly located in a vacationer-rich location. However, since discretionary spending is the first thing curbed during tough economic times, these types of holiday destinations probably suffered more than other accommodation types.

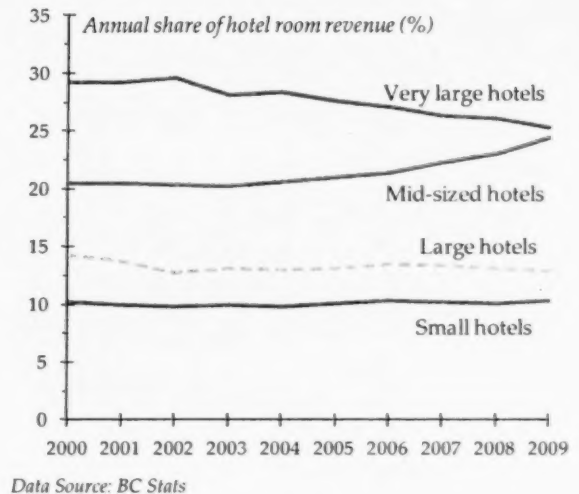
All accommodation types saw room revenues drop in 2009



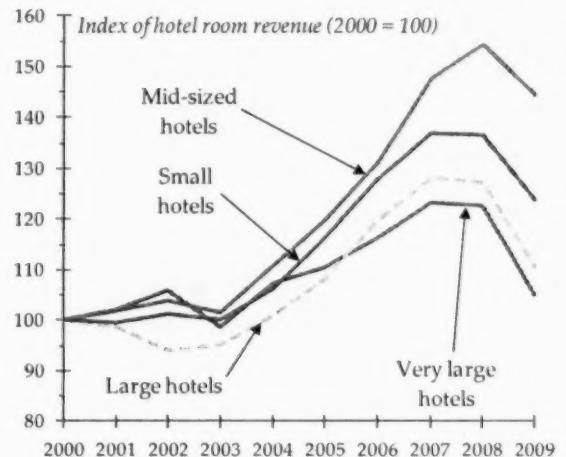
Data Source: BC Stats

Despite this dismal view on BC's accommodation industry, mid-sized hotels (76-150 rooms; -6.3% in 2009) outperformed all others. In fact, compared to other hotel room revenues, this type of establishment has been growing its market share since 2003. Meanwhile, very large (251+ rooms; -14.4% in 2009) hotels have seen a steady decline in annual room revenues over the last five years, almost standing on equal footing in terms of hotel room revenue with its somewhat smaller counterpart.

Mid-sized hotels are climbing up the hotel room revenue ranks



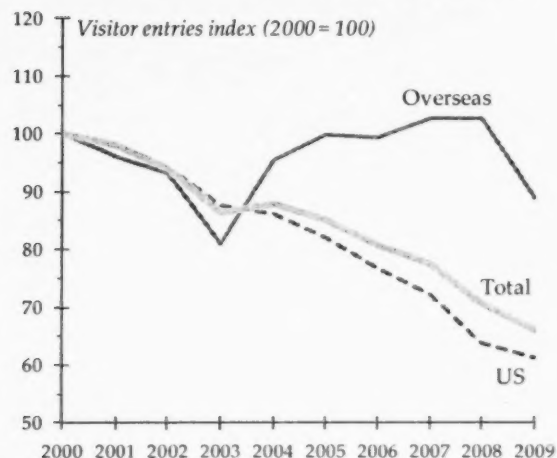
Room revenue growth at mid-sized hotels since 2000 has outpaced other hotel categories



Fewer overnight US visits make for another drop in visitor entries

The number of visitors entering Canada via BC has been declining for the last five years, reaching a 15-year low of 5.6 million (-6.4%) in 2009.

Downward pressure on discretionary spending saw overseas visitor entries fall by 6.4%



Data Source: Statistics Canada

Many factors may be considered a likely cause of this drop, including the economic downturn and the global breakout of the H1N1 pandemic. Both these events made 2009 a particularly tough year in terms of tourism.

The United Nations World Tourism Organization (UNWTO) supports this claim, noting that global tourism arrivals fell by 4% in 2009¹. However, a glimmer of recovery is visible from a fourth quarter 2% upswing following successive 10%, 7% and 2% declines in the first three quarters.

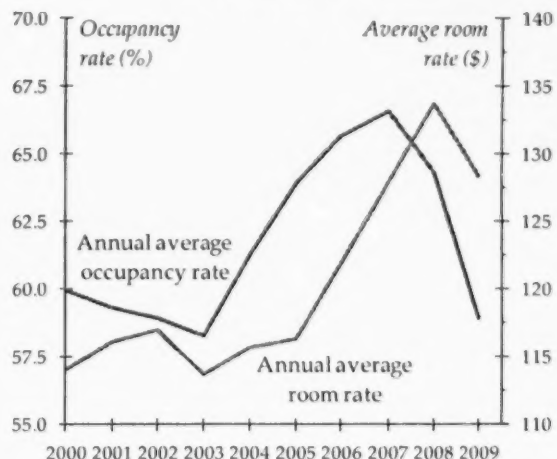
At the national level, tourism expenditures—a gauge on the outlays in certain tourism-related industries—fell 4.4% in 2009², with transportation (-9.4%) and accommodation (-6.6%) being the hardest hit industries. Moreover, spending in Canada by foreign residents, or international travel receipts, fell 3.3% in 2009.

It is obvious that, during such times of crises and uncertainty, consumers tended to trade down, travel closer to home or for lesser time.

Other indicators

BC's hotel occupancy rate fell 5.4 percentage points in 2009. One source behind this may have been the annual decline in overnight US entries (-5.9%) and visits from other international destination (-13.9%). The average occupancy rate for 2009 stood at 58.9% (seasonally adjusted).

BC's hotel occupancy rate lost as much ground in the last two years as it gained in the four years prior



Data Source: Statistics Canada

Previous years' advances in the average room rate were also stunted, marking the annual decline (-4.0%) in 2009 as the first in six years—the largest of any decline in over 15 years.

The holdback on discretionary spending and concerns over H1N1 dealt a significant blow to passenger traffic through BC's major international hub—Vancouver International Airport. With domestic (-7.1%), trans-border (-11.4%) and other international (-12.4%) traffic down in 2009, Vancouver International Airport saw its largest decline (-9.4%) since 1995. On the other hand, Victoria International Airport only ex-

¹ United Nations World Tourism Organization, UNWTO News, Issue 1/2010.

² Statistics Canada, National Tourism Indicators (Fourth Quarter 2009), Catalogue no. 13-009-X.

perienced a marginal decline (-0.4%) in 2009 passenger volume.

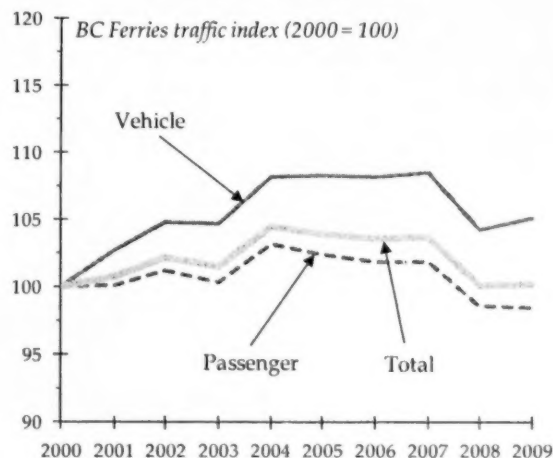
Vancouver International Airport saw a much larger drop in passenger traffic than Victoria International Airport



Data Source: Vancouver Airport Authority, Victoria Airport Authority

BC Ferries transported just under 30 million vehicles and passengers in 2009, slightly higher (+0.1%) than in 2008. In fact, the volume of traffic served by BC Ferries has remained fairly constant over the years, expanding only 0.3% since 2000. This may be an indication that the company's consumer base consists predominantly of local residents (and other non-tourist-related businesses), as opposed to tourist travellers, using this as their only means of transportation between the mainland and islands.

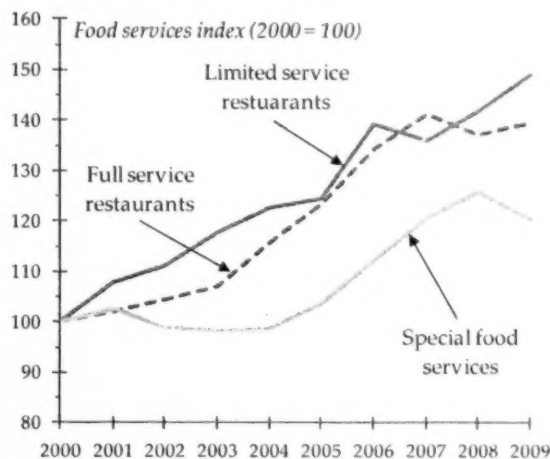
BC Ferries' traffic volume has weathered the stormy climate of 2009



Data Source: BC Ferries

Sales at BC's food services and drinking places jumped 2.5% in 2009, as both food services (+2.6%) and drinking places (+1.8%) saw revenues climb. The economic downturn may have also revealed a tendency of patrons to favour limited service eating places (including fast food restaurants, pizzerias and take-out restaurants; (+5.2%) above full service restaurants (+1.7%) and special food services (-4.4%).

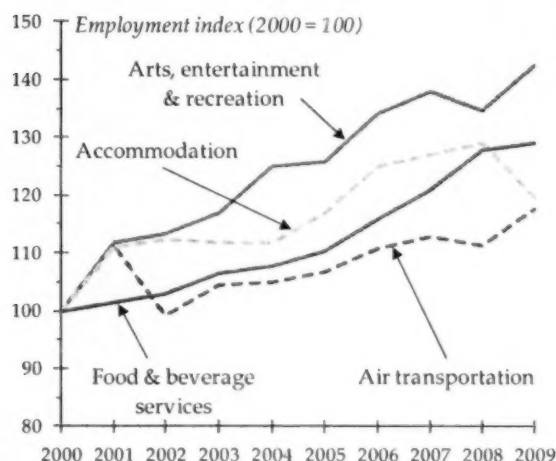
Growth in limited service restaurants has outpaced all other food service industries



Data Source: Statistics Canada

Job growth in some tourism-related industries slowed down in 2009 as many businesses were struggling with the economic downturn, expanding a marginal 0.8%—a quarter of the 3.2% growth in 2008³. Hardest hit was the accommodation industry, dropping 7.3% of employees.

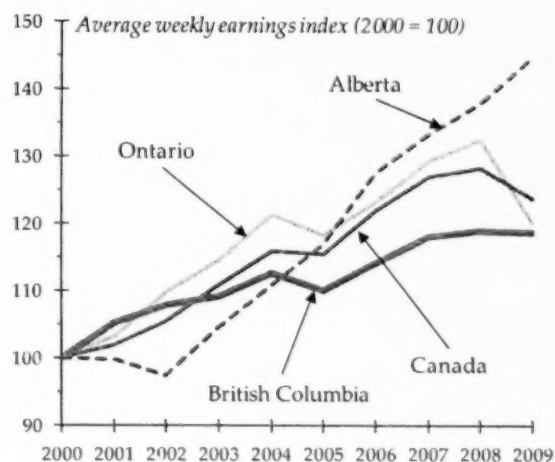
Employment in the accommodation industry suffered in 2009



Data Source: Statistics Canada's Survey of Employment Payroll & Hours (SEPH)

As BC endured the tough economic condition of 2009, average weekly earnings of employees also suffered. In fact, weekly earnings of BC's accommodation sector remained relatively flat over the last two years. In contrast to this, Ontario experienced a sharp decline (-9.3%) in average weekly earnings, while Alberta continued to climb (+5.1%), leading growth well above the 2009 national average (-3.5%).

Earnings at BC's accommodation industry dipped slightly (-0.1%) in 2009



Data Source: Statistics Canada's Survey of Employment Payroll & Hours (SEPH)

Alberta's accommodation industry had the highest average weekly earnings (\$516.40) compared to BC (\$491.35) and Ontario (\$467.14) in 2009.

Other tourism indicators for 2009

| | 2009 | change from 2008 |
|---|--------|------------------|
| Hotel Industry | | |
| Occupancy Rate (%) | 58.9 | - 5.4 pp |
| Average Room Charge (\$) | 128.41 | - 4.0 |
| Data Source: Pannell Kerr Forster | | |
| Airport Passengers (000s) (%) | | |
| Vancouver International Airport | | |
| Total Traffic | 16,173 | - 9.4 |
| US (trans-border) | 3,842 | -11.4 |
| Other International | 3,654 | -12.4 |
| Canada (domestic) | 8,677 | - 7.1 |
| Data Source: YVR | | |
| Victoria International Airport | | |
| Total Traffic | 1,533 | - 0.4 |
| Data Source: Victoria Airport Authority | | |
| Food Services Receipts (\$ millions) (%) | | |
| All Establishments | 7,853 | + 2.5 |
| Food Service | 7,201 | + 2.6 |
| Drinking Places | 659 | + 1.8 |
| Data Source: Statistics Canada | | |
| Transportation (000s) (%) | | |
| BC Ferries | | |
| Vehicle Volume | 8,296 | + 0.8 |
| Passenger Volume | 20,956 | - 0.2 |
| Data Source: BC Ferries | | |

³ Based on Statistics Canada's Survey of Employment Payroll & Hours (SEPH) data.

| Employment | (000s) | (%) |
|----------------------------------|---------------|------------|
| Air transportation | 17.4 | + 5.5 |
| Accommodation | 33.7 | - 7.3 |
| Food & beverage services | 150.5 | + 1.0 |
| Arts, entertainment & recreation | 37.7 | + 6.0 |

Data Source: Statistics Canada (pp = percentage points)

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

| Period | Vancouver Island/Coast | Mainland/ Southwest | Thompson/ Okanagan | Kootenay | Cariboo | North Coast | Nechako | Northeast | BC Total |
|--------------------------------------|---------------------------|------------------------|-----------------------|----------|---------|----------------|---------|-----------|-------------|
| Annual data | | | | | | | | | |
| 2005 | 309,134 | 910,093 | 236,479 | 81,467 | 49,272 | 22,070 | 9,649 | 63,400 | 1,681,564 |
| 2006 | 323,895 | 973,879 | 259,128 | 88,989 | 54,701 | 23,127 | 9,791 | 74,099 | 1,807,609 |
| 2007 | 351,617 | 1,044,766 | 293,097 | 105,026 | 61,892 | 27,682 | 11,246 | 68,633 | 1,963,959 |
| 2008 | 340,450 | 1,056,622 | 298,525 | 104,155 | 62,202 | 27,376 | 10,891 | 77,237 | 1,977,458 |
| 2009 | 308,355 | 923,334 | 267,230 | 91,947 | 54,281 | 23,857 | 9,821 | 67,700 | 1,746,525 |
| Annual growth rates | | | | | | | | | |
| 2005 | 5.2 | 4.5 | 7.5 | 4.8 | 12.7 | 3.8 | 16.5 | 23.0 | 5.9 |
| 2006 | 4.8 | 7.0 | 9.6 | 9.2 | 11.0 | 4.8 | 1.5 | 16.9 | 7.5 |
| 2007 | 8.6 | 7.3 | 13.1 | 18.0 | 13.1 | 19.7 | 14.9 | - 7.4 | 8.6 |
| 2008 | - 3.2 | 1.1 | 1.9 | - 0.8 | 0.5 | - 1.1 | - 3.2 | 12.5 | 0.7 |
| 2009 | - 9.4 | -12.6 | -10.5 | -11.7 | -12.7 | -12.9 | - 9.8 | -12.3 | -11.7 |
| Monthly data | | | | | | | | | |
| Dec-08 | 26,711 | 82,639 | 23,137 | 8,134 | 4,916 | 2,794 | 876 | 6,319 | 155,526 |
| Jan-09 | 26,166 | 78,834 | 23,316 | 7,685 | 4,714 | 2,136 | 744 | 6,374 | 149,969 |
| Feb-09 | 27,595 | 78,648 | 23,680 | 7,437 | 4,595 | 2,213 | 817 | 5,433 | 150,419 |
| Mar-09 | 25,652 | 75,225 | 22,239 | 7,549 | 4,434 | 2,063 | 854 | 5,243 | 143,258 |
| Apr-09 | 25,077 | 77,339 | 22,736 | 7,780 | 4,365 | 1,962 | 888 | 5,483 | 145,630 |
| May-09 | 25,205 | 73,507 | 21,502 | 7,801 | 4,358 | 1,976 | 758 | 5,607 | 140,714 |
| Jun-09 | 24,548 | 71,988 | 22,011 | 7,599 | 4,465 | 1,850 | 828 | 5,931 | 139,219 |
| Jul-09 | 25,097 | 73,329 | 22,554 | 7,791 | 4,495 | 1,997 | 832 | 5,517 | 141,611 |
| Aug-09 | 25,061 | 75,276 | 22,112 | 7,643 | 4,514 | 2,038 | 911 | 5,319 | 142,875 |
| Sep-09 | 25,537 | 76,034 | 22,100 | 7,809 | 4,619 | 1,903 | 838 | 5,291 | 144,130 |
| Oct-09 | 25,808 | 76,003 | 21,850 | 7,410 | 4,550 | 1,935 | 830 | 5,776 | 144,164 |
| Nov-09 | 26,588 | 91,700 | 21,890 | 7,985 | 4,579 | 1,895 | 752 | 5,702 | 161,090 |
| Dec-09 | 26,021 | 75,453 | 21,240 | 7,457 | 4,594 | 1,889 | 768 | 6,025 | 143,447 |
| Month-over-month growth rates | | | | | | | | | |
| Dec-08 | - 5.3 | - 0.3 | - 7.1 | -25.0 | 2.2 | 22.2 | - 3.8 | - 8.8 | - 3.9 |
| Jan-09 | - 2.0 | - 4.6 | 0.8 | - 5.5 | - 4.1 | -23.6 | -15.1 | 0.9 | - 3.6 |
| Feb-09 | 5.5 | - 0.2 | 1.6 | - 3.2 | - 2.5 | 3.6 | 9.8 | -14.8 | 0.3 |
| Mar-09 | - 7.0 | - 4.4 | - 6.1 | 1.5 | - 3.5 | - 6.8 | 4.5 | - 3.5 | - 4.8 |
| Apr-09 | - 2.2 | 2.8 | 2.2 | 3.1 | - 1.5 | - 4.9 | 4.1 | 4.6 | 1.7 |
| May-09 | 0.5 | - 5.0 | - 5.4 | 0.3 | - 0.2 | 0.7 | -14.7 | 2.3 | - 3.4 |
| Jun-09 | - 2.6 | - 2.1 | 2.4 | - 2.6 | 2.5 | - 6.4 | 9.3 | 5.8 | - 1.1 |
| Jul-09 | 2.2 | 1.9 | 2.5 | 2.5 | 0.7 | 7.9 | 0.5 | - 7.0 | 1.7 |
| Aug-09 | - 0.1 | 2.7 | - 2.0 | - 1.9 | 0.4 | 2.1 | 9.5 | - 3.6 | 0.9 |
| Sep-09 | 1.9 | 1.0 | - 0.1 | 2.2 | 2.3 | - 6.6 | - 8.0 | - 0.5 | 0.9 |
| Oct-09 | 1.1 | 0.0 | - 1.1 | - 5.1 | - 1.5 | 1.7 | - 1.0 | 9.2 | 0.0 |
| Nov-09 | 3.0 | 20.7 | 0.2 | 7.8 | 0.6 | - 2.1 | - 9.4 | - 1.3 | 11.7 |
| Dec-09 | - 2.1 | -17.7 | - 3.0 | - 6.6 | 0.3 | - 0.3 | 2.2 | 5.7 | -11.0 |

December month-over-month growth rates

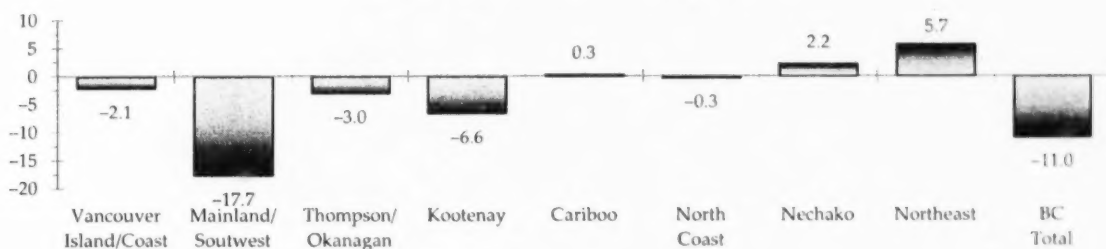


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

| Period | Hotels (Rooms) | | | | Motels | Vacation Rentals | Miscellaneous incl. Fishing Lodges |
|-------------------------------|----------------|---------|---------|---------|---------|------------------|------------------------------------|
| | 251+ | 151-250 | 76-150 | 1-75 | | | |
| Annual data | | | | | | | |
| 2005 | 464,550 | 220,831 | 353,450 | 170,111 | 214,522 | 145,630 | 112,469 |
| 2006 | 489,210 | 244,627 | 387,134 | 186,946 | 235,740 | 143,330 | 120,622 |
| 2007 | 517,695 | 261,655 | 435,917 | 200,035 | 247,119 | 161,591 | 139,947 |
| 2008 | 516,021 | 260,092 | 455,340 | 199,635 | 240,975 | 159,445 | 145,950 |
| 2009 | 441,541 | 225,499 | 426,431 | 181,134 | 206,869 | 134,715 | 130,336 |
| Annual growth rates | | | | | | | |
| 2005 | 3.1 | 7.1 | 8.1 | 9.6 | 7.5 | 3.7 | 4.1 |
| 2006 | 5.3 | 10.8 | 9.5 | 9.9 | 9.9 | - 1.6 | 7.2 |
| 2007 | 5.8 | 7.0 | 12.6 | 7.0 | 4.8 | 12.7 | 16.0 |
| 2008 | - 0.3 | - 0.6 | 4.5 | - 0.2 | - 2.5 | - 1.3 | 4.3 |
| 2009 | -14.4 | -13.3 | - 6.3 | - 9.3 | -14.2 | -15.5 | -10.7 |
| Monthly data | | | | | | | |
| Dec-08 | 39,846 | 20,263 | 36,687 | 16,046 | 19,274 | 11,246 | 12,168 |
| Jan-09 | 38,296 | 19,234 | 36,193 | 15,432 | 18,408 | 10,941 | 11,436 |
| Feb-09 | 39,917 | 19,461 | 35,971 | 15,729 | 18,350 | 10,117 | 10,846 |
| Mar-09 | 36,551 | 18,967 | 34,840 | 14,964 | 17,154 | 9,930 | 10,842 |
| Apr-09 | 38,349 | 18,360 | 34,958 | 15,155 | 16,973 | 10,782 | 10,983 |
| May-09 | 35,321 | 18,109 | 34,627 | 14,683 | 16,840 | 10,456 | 10,713 |
| Jun-09 | 35,013 | 17,710 | 34,791 | 14,434 | 16,936 | 10,146 | 10,224 |
| Jul-09 | 35,805 | 18,304 | 34,902 | 14,692 | 17,062 | 9,965 | 10,930 |
| Aug-09 | 35,535 | 18,771 | 35,682 | 14,683 | 17,166 | 10,330 | 10,763 |
| Sep-09 | 35,972 | 18,781 | 35,728 | 15,062 | 17,312 | 10,435 | 10,872 |
| Oct-09 | 35,518 | 18,953 | 35,982 | 15,302 | 17,075 | 10,360 | 10,978 |
| Nov-09 | 39,015 | 19,266 | 36,707 | 16,056 | 16,802 | 22,348 | 10,868 |
| Dec-09 | 36,250 | 19,583 | 36,049 | 14,942 | 16,791 | 8,905 | 10,882 |
| Month-over-month growth rates | | | | | | | |
| Dec-08 | - 1.9 | - 2.6 | - 1.6 | - 1.1 | - 0.4 | - 24.6 | - 3.6 |
| Jan-09 | - 3.9 | - 5.1 | - 1.3 | - 3.8 | - 4.5 | - 2.7 | - 6.0 |
| Feb-09 | 4.2 | 1.2 | - 0.6 | 1.9 | - 0.3 | - 7.5 | - 5.2 |
| Mar-09 | - 8.4 | - 2.5 | - 3.1 | - 4.9 | - 6.5 | - 1.8 | 0.0 |
| Apr-09 | 4.9 | - 3.2 | 0.3 | 1.3 | - 1.1 | 8.6 | 1.3 |
| May-09 | - 7.9 | - 1.4 | - 0.9 | - 3.1 | - 0.8 | - 3.0 | - 2.5 |
| Jun-09 | - 0.9 | - 2.2 | 0.5 | - 1.7 | 0.6 | - 3.0 | - 4.6 |
| Jul-09 | 2.3 | 3.4 | 0.3 | 1.8 | 0.7 | - 1.8 | 6.9 |
| Aug-09 | - 0.8 | 2.5 | 2.2 | - 0.1 | 0.6 | 3.7 | - 1.5 |
| Sep-09 | 1.2 | 0.1 | 0.1 | 2.6 | 0.9 | 1.0 | 1.0 |
| Oct-09 | - 1.3 | 0.9 | 0.7 | 1.6 | - 1.4 | - 0.7 | 1.0 |
| Nov-09 | 9.8 | 1.7 | 2.0 | 4.9 | - 1.6 | 115.7 | - 1.0 |
| Dec-09 | - 7.1 | 1.6 | - 1.8 | - 6.9 | - 0.1 | - 60.2 | 0.1 |

December month-over-month growth rates

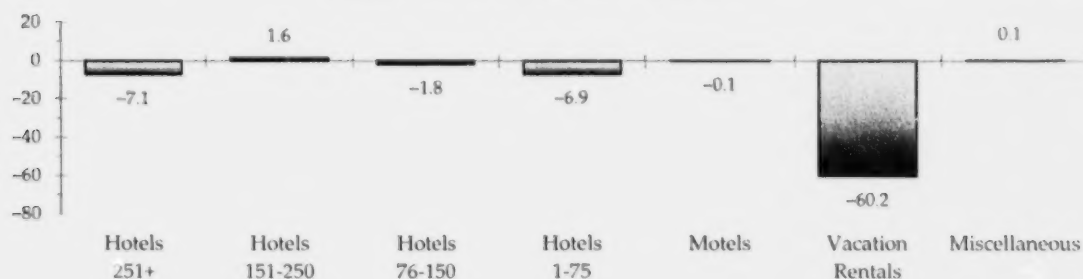


Table 3: Room Revenue by Regional District, Unadjusted

| Development Region/ Regional District | Revenue | | | | Properties | | Rooms | |
|--|---------|---------|---------------|--------|------------|------------|--------|------------|
| | (\$000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | Dec-09 | Dec-08 | Dec-09 | Dec-08 |
| Vancouver Island/Coast | | | | | | | | |
| 17 Capital | | | | | | | | |
| All accommodation types | 7,300 | 165,169 | - 2.5 | - 10.3 | 140 | - 2 | 8,016 | -155 |
| Hotels | 6,091 | 140,659 | - 3.2 | - 9.4 | 62 | - 4 | 5,638 | -229 |
| 76-150 Rooms | 1,525 | 35,943 | 0.1 | - 4.4 | 19 | - 1 | 1,906 | - 45 |
| 1-75 Rooms | 1,314 | 28,626 | - 1.0 | - 12.4 | 32 | - 3 | 1,245 | -184 |
| Motels | 464 | 8,618 | 0.6 | - 19.7 | 21 | 3 | 1,021 | 209 |
| Miscellaneous | 512 | 10,781 | - 2.8 | - 12.5 | 35 | - 2 | 1,143 | -118 |
| 19 Cowichan Valley | | | | | | | | |
| All accommodation types | 559 | 9,744 | - 4.0 | - 16.1 | 30 | - 4 | 679 | - 70 |
| Motels | 185 | 1,732 | 10.1 | - 23.3 | 15 | 0 | 301 | 0 |
| 21 Nanaimo | | | | | | | | |
| All accommodation types | 1,778 | 40,206 | - 10.0 | - 5.3 | 60 | - 4 | 2,256 | -189 |
| Hotels | 857 | 18,341 | - 2.5 | 0.8 | 14 | 0 | 962 | 0 |
| Motels | 463 | 8,511 | - 9.8 | - 15.8 | 25 | - 3 | 679 | - 58 |
| 23 Alberni-Clayoquot | | | | | | | | |
| All accommodation types | 1,857 | 47,012 | 5.2 | - 3.6 | 58 | - 3 | 1,596 | 111 |
| Hotels | 514 | 13,526 | 19.1 | 14.5 | 12 | 1 | 570 | 132 |
| Motels | 109 | 4,144 | - 29.8 | - 11.6 | 18 | - 1 | 363 | - 10 |
| Vacation Rentals | 637 | 16,877 | 6.3 | - 2.4 | 17 | - 2 | 315 | - 14 |
| 25 Comox Valley + | | | | | | | | |
| 26 Strathcona | | | | | | | | |
| All accommodation types | 2,030 | 33,240 | 8.2 | - 12.4 | 61 | 1 | 1,840 | 79 |
| Motels | 403 | 6,648 | - 9.3 | - 22.4 | 23 | 0 | 704 | 15 |
| Vacation Rentals | 144 | 4,137 | - 29.4 | - 12.0 | 17 | 0 | 208 | - 12 |
| 27 Powell River | | | | | | | | |
| All accommodation types | 227 | 4,638 | - 26.4 | - 15.1 | 19 | 1 | 385 | 12 |
| 43 Mount Waddington | | | | | | | | |
| All accommodation types | 200 | 6,892 | 6.7 | - 15.6 | 17 | - 2 | 545 | - 90 |

Table 3: Room Revenue by Regional District, Unadjusted

| Development Region/ Regional District | Revenue | | | | Properties | | Rooms | |
|--|---------|---------|---------------|--------|------------|------------|--------|------------|
| | (\$000) | | % change from | | # | # chg from | # | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | | | | |
| Mainland/Southwest | | | | | | | | |
| 09 Fraser Valley | | | | | | | | |
| All accommodation types | 3,142 | 42,867 | 19.1 | - 6.1 | 66 | - 1 | 2,426 | - 1 |
| Hotels | 2,478 | 31,367 | 25.7 | - 5.3 | 17 | 0 | 1,353 | 0 |
| Motels | 365 | 8,584 | - 13.4 | - 11.2 | 33 | 0 | 918 | - 7 |
| 15 Greater Vancouver | | | | | | | | |
| All accommodation types | 37,080 | 699,981 | - 4.0 | - 12.3 | 231 | 0 | 27,840 | 265 |
| Hotels | 34,321 | 650,161 | - 4.0 | - 12.6 | 163 | 2 | 23,421 | 270 |
| 251+ Rooms | 16,081 | 318,968 | - 5.2 | - 14.1 | 22 | 0 | 8,953 | 0 |
| 151-250 Rooms | 6,912 | 128,553 | - 8.8 | - 15.0 | 28 | 1 | 5,485 | 200 |
| 76-150 Rooms | 9,353 | 164,696 | 1.4 | - 8.6 | 63 | 0 | 6,712 | 20 |
| 1-75 Rooms | 1,976 | 37,944 | - 0.4 | - 7.7 | 50 | 1 | 2,271 | 50 |
| Motels | 1,438 | 26,577 | - 13.5 | - 16.1 | 37 | 0 | 1,907 | 0 |
| Vacation Rentals | 1,125 | 12,714 | 14.7 | 35.0 | 12 | - 3 | 444 | - 9 |
| Miscellaneous | 195 | 10,412 | - 17.3 | - 21.1 | 19 | 1 | 2,068 | 4 |
| 29 Sunshine Coast | | | | | | | | |
| All accommodation types | 402 | 7,732 | 11.9 | 11.3 | 23 | 2 | 412 | 20 |
| 31 Squamish-Lillooet | | | | | | | | |
| All accommodation types | 24,087 | 172,754 | - 17.1 | - 16.0 | 91 | - 5 | 5,595 | 77 |
| Hotels | 17,894 | 132,722 | - 10.9 | - 13.0 | 35 | 0 | 3,925 | 144 |
| 76-150 Rooms | 4,593 | 39,894 | - 9.7 | - 3.3 | 14 | 0 | 1,316 | 0 |
| Vacation Rentals | 5,212 | 30,257 | - 30.4 | - 25.0 | 32 | - 1 | 1,153 | - 5 |
| Thompson/Okanagan | | | | | | | | |
| 07 Okanagan-Similkameen | | | | | | | | |
| All accommodation types | 1,281 | 53,938 | - 6.9 | - 6.1 | 87 | - 1 | 3,352 | 238 |
| Hotels | 589 | 20,600 | - 0.9 | - 7.7 | 11 | 0 | 1,046 | 60 |
| Motels | 354 | 19,385 | - 1.9 | - 9.2 | 53 | 0 | 1,364 | - 2 |
| 33 Thompson-Nicola | | | | | | | | |
| All accommodation types | 3,874 | 64,737 | - 7.9 | - 13.4 | 123 | 0 | 4,936 | 106 |
| Hotels | 1,790 | 29,935 | 2.0 | - 14.3 | 28 | - 1 | 1,960 | - 5 |
| 1-75 Rooms | 329 | 5,382 | - 1.1 | - 11.0 | 17 | - 1 | 642 | - 5 |
| Motels | 906 | 21,351 | - 20.6 | - 12.4 | 69 | 1 | 2,108 | 34 |
| Miscellaneous | 263 | 6,279 | 6.0 | - 1.5 | 11 | 0 | 413 | 77 |
| 35 Central Okanagan | | | | | | | | |
| All accommodation types | 2,363 | 71,605 | - 11.6 | - 14.2 | 49 | - 2 | 3,313 | 20 |
| Hotels | 1,591 | 45,657 | - 15.6 | - 12.3 | 15 | 0 | 1,809 | 79 |
| Motels | 499 | 14,476 | - 17.8 | - 15.5 | 19 | - 2 | 1,031 | - 69 |
| 37 North Okanagan | | | | | | | | |
| All accommodation types | 2,135 | 24,627 | 1.7 | - 4.5 | 37 | - 1 | 1,674 | 96 |
| Hotels | 851 | 13,839 | - 7.4 | - 7.2 | 13 | 0 | 955 | 0 |
| Motels | 150 | 4,567 | - 4.3 | - 7.2 | 14 | 0 | 463 | 0 |
| 39 Columbia-Shuswap | | | | | | | | |
| All accommodation types | 3,192 | 52,322 | - 2.4 | - 8.4 | 85 | - 4 | 3,131 | -138 |
| Hotels | 1,747 | 25,441 | 4.4 | - 3.9 | 21 | - 1 | 1,368 | - 50 |
| Motels | 739 | 14,548 | - 17.9 | - 13.3 | 32 | - 2 | 1,194 | - 34 |

Table 3: Room Revenue by Regional District, Unadjusted

| Development Region/ Regional District | Revenue | | | | Properties | | Rooms | |
|--|---------|--------|---------------|--------|------------|------------|--------|------------|
| | (\$000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | Dec-09 | Dec-08 | Dec-09 | Dec-08 |
| Kootenay | | | | | | | | |
| 01 East Kootenay | | | | | | | | |
| All accommodation types | 4,357 | 54,102 | - 12.5 | - 12.9 | 102 | -20 | 4,306 | -532 |
| Hotels | 1,144 | 19,572 | - 12.8 | - 13.7 | 26 | - 2 | 1,603 | - 86 |
| 76-150 Rooms | 719 | 12,171 | - 10.7 | - 13.8 | 11 | 0 | 1,028 | 0 |
| 1-75 Rooms | 426 | 7,400 | - 16.1 | - 13.6 | 15 | - 2 | 575 | - 86 |
| Motels | 340 | 7,908 | - 6.2 | - 16.1 | 34 | - 1 | 829 | - 28 |
| Vacation Rentals | 1,852 | 14,172 | - 20.2 | - 12.9 | 15 | -19 | 888 | -349 |
| Miscellaneous | 1,021 | 12,450 | 3.7 | - 9.2 | 27 | 2 | 986 | - 69 |
| 03 Central Kootenay | | | | | | | | |
| All accommodation types | 908 | 21,631 | 9.6 | - 6.0 | 57 | - 4 | 1,475 | - 25 |
| Hotels | 381 | 8,692 | 2.7 | - 10.0 | 14 | 0 | 598 | 0 |
| Motels | 302 | 6,740 | 28.2 | 2.1 | 28 | - 2 | 616 | - 18 |
| 05 Kootenay Boundary | | | | | | | | |
| All accommodation types | 2,260 | 16,214 | - 10.5 | - 14.9 | 40 | 1 | 1,642 | - 43 |
| Motels | 164 | 3,455 | - 39.4 | - 14.4 | 19 | 0 | 393 | - 6 |
| Cariboo | | | | | | | | |
| 41 Cariboo | | | | | | | | |
| All accommodation types | 900 | 19,350 | - 14.2 | - 10.2 | 58 | - 8 | 1,622 | -101 |
| Hotels | 398 | 8,212 | 4.5 | - 5.0 | 10 | 0 | 608 | 0 |
| Motels | 328 | 7,387 | - 20.4 | - 14.0 | 31 | 0 | 852 | - 23 |
| 53 Fraser-Fort George | | | | | | | | |
| All accommodation types | 2,269 | 34,932 | - 6.0 | - 14.1 | 55 | - 2 | 2,677 | - 55 |
| Hotels | 1,362 | 21,559 | - 0.9 | - 12.9 | 17 | 1 | 1,353 | 4 |
| North Coast | | | | | | | | |
| 47 Skeena-Queen Charlotte | | | | | | | | |
| All accommodation types | 329 | 13,766 | - 36.7 | - 13.8 | 24 | - 5 | 857 | - 91 |
| 49 Kitimat-Stikine | | | | | | | | |
| All accommodation types | 476 | 10,090 | - 27.6 | - 11.5 | 31 | 1 | 860 | 42 |
| Motels | 252 | 4,482 | - 27.8 | - 16.7 | 20 | 0 | 488 | - 8 |

Table 3: Room Revenue by Regional District, Unadjusted

| Development Region/ Regional District | Revenue | | | | Properties | | Rooms | |
|--|---------|--------|---------------|--------|------------|------------|--------|------------|
| | (\$000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | Dec-09 | Dec-08 | Dec-09 | Dec-08 |
| Nechako | | | | | | | | |
| 51 Bulkley-Nechako + | | | | | | | | |
| 57 Stikine | | | | | | | | |
| All accommodation types | 466 | 9,821 | - 15.9 | - 9.8 | 43 | 0 | 1,043 | 0 |
| Motels | 174 | 4,237 | - 33.6 | - 13.0 | 16 | - 3 | 462 | - 70 |
| Northeast | | | | | | | | |
| 55 Peace River + | | | | | | | | |
| 59 Northern Rockies [†] | | | | | | | | |
| All accommodation types | 5,036 | 67,700 | - 7.1 | - 12.3 | 76 | - 4 | 4,702 | - 91 |
| Hotels | 3,666 | 50,350 | 4.5 | - 4.0 | 34 | 0 | 2,586 | - 2 |
| 76-150 Rooms | 2,930 | 40,215 | 7.9 | 3.4 | 18 | 0 | 1,901 | 0 |
| 1-75 Rooms | 736 | 10,135 | - 7.3 | - 25.3 | 16 | 0 | 685 | - 2 |
| Motels | 907 | 11,867 | - 9.8 | - 17.4 | 25 | - 4 | 862 | - 88 |

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

| Development Region/ Urban Centre | Revenue | | | | Properties | | Rooms | |
|-------------------------------------|---------------|----------------|---------------|--------------|------------|------------|---------------|-------------|
| | (\$000) | | % change from | | # | # chg from | # | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | | | Dec-09 | Dec-08 |
| Vancouver Island/Coast | 13,988 | 308,355 | - 1.8 | - 9.4 | 391 | -15 | 15,392 | -331 |
| Victoria (C) | 5,380 | 125,953 | - 2.1 | -10.9 | 74 | 1 | 5,518 | 11 |
| Saanich Peninsula | 632 | 11,037 | 2.0 | - 8.7 | 12 | - 1 | 516 | - 45 |
| Other CRD | 1,287 | 28,178 | - 6.5 | - 8.0 | 54 | - 2 | 1,982 | -121 |
| Nanaimo (C) | 1,013 | 19,032 | -16.7 | -11.7 | 22 | - 2 | 1,038 | - 63 |
| Port Alberni (C) | 177 | 4,058 | -37.0 | -12.0 | 13 | - 1 | 368 | - 13 |
| Comox Valley | 1,074 | 14,450 | 23.3 | - 5.0 | 18 | 2 | 768 | 102 |
| Campbell River | 420 | 11,011 | - 9.0 | -16.5 | 19 | 1 | 665 | 27 |
| Tofino (DM) | 1,344 | 35,326 | 11.1 | - 4.0 | 23 | - 1 | 745 | - 7 |
| Ucluelet (DM) | 256 | 6,495 | 51.0 | 8.5 | 16 | - 1 | 417 | 121 |
| Rest of Development Region | 2,404 | 52,814 | -45.2 | -54.0 | 140 | -11 | 3,375 | -343 |
| Mainland/Southwest | 64,711 | 923,334 | - 8.4 | -12.6 | 411 | - 4 | 36,273 | 361 |
| Downtown Vancouver (C) | 19,767 | 419,413 | - 3.9 | -13.1 | 80 | - 3 | 12,856 | 86 |
| Other Vancouver (C) | 4,075 | 64,438 | - 7.9 | - 9.4 | 37 | 2 | 3,394 | 50 |
| Richmond (C) | 6,615 | 100,526 | - 5.6 | -13.6 | 24 | 0 | 4,020 | - 1 |
| Burnaby (C) | 1,900 | 29,813 | 24.8 | - 2.2 | 11 | 1 | 2,115 | 200 |
| Other GVRD | 4,723 | 85,792 | - 7.8 | -12.5 | 79 | 0 | 5,455 | - 70 |
| Whistler (RM) | 22,992 | 160,445 | -15.9 | -16.8 | 63 | - 2 | 4,798 | 136 |
| Abbotsford/Mission | 711 | 13,149 | 8.5 | - 7.3 | 13 | 0 | 740 | - |
| Hope (DM) | 139 | 3,871 | -20.9 | - 4.5 | 19 | - 1 | 430 | - 25 |
| Rest of Development Region | 3,789 | 45,888 | -19.3 | -29.9 | 85 | - 1 | 2,465 | - 15 |
| Thompson/Okanagan | 12,845 | 267,230 | - 5.7 | -10.5 | 381 | - 8 | 16,406 | 322 |
| Penticton (C) | 653 | 25,150 | - 9.9 | -10.3 | 33 | - 2 | 1,544 | - 42 |
| Kamloops (C) | 1,586 | 36,756 | -15.5 | -13.8 | 45 | 0 | 2,646 | 31 |
| Kelowna (C) | 2,085 | 60,071 | -14.0 | -14.8 | 38 | - 3 | 2,624 | - 20 |
| Vernon (C) | 757 | 17,025 | -10.4 | - 1.4 | 24 | 0 | 1,284 | 104 |
| Revelstoke (C) | 1,272 | 17,802 | - 4.1 | - 3.7 | 23 | 0 | 958 | - 30 |
| Golden (T) | 886 | 12,787 | -10.7 | -20.2 | 31 | - 1 | 1,113 | - 35 |
| Osoyoos (T) | 164 | 12,895 | 9.6 | 0.0 | 19 | - 1 | 920 | 225 |
| Oliver/Okanagan Falls | 118 | 3,158 | 195.7 | - 6.2 | 12 | 0 | 249 | 64 |
| Cache Creek (V) | 78 | 2,018 | 20.3 | - 6.7 | 10 | 0 | 227 | - 16 |
| Rest of Development Region | 5,344 | 79,567 | - 3.7 | -24.7 | 187 | - 2 | 6,237 | 6,237 |
| Kootenay | 7,525 | 91,947 | - 9.7 | -11.7 | 199 | -23 | 7,423 | -600 |
| Cranbrook (C) | 436 | 10,124 | -20.7 | -13.5 | 18 | - 1 | 881 | - 36 |
| Fernie (C) | 1,691 | 12,472 | 0.6 | -14.8 | 19 | - 8 | 853 | -141 |
| Nelson (C) | 332 | 7,486 | 6.8 | - 5.9 | 13 | 0 | 461 | - |
| Kimberley | 481 | 5,249 | -21.6 | - 8.6 | 16 | - 4 | 573 | 57 |
| Columbia Valley | 1,452 | 21,241 | -19.1 | -12.5 | 34 | - 7 | 1,576 | -412 |
| Rest of Development Region | 5,066 | 61,865 | -12.5 | -11.4 | 149 | -14 | 5,228 | -423 |
| Cariboo | 3,169 | 54,281 | - 8.5 | -12.7 | 113 | -10 | 4,299 | -156 |
| Quesnel (C) | 147 | 3,590 | -29.4 | -19.9 | 15 | 0 | 470 | - |
| Williams Lake (C) | 342 | 6,753 | 2.0 | - 2.0 | 10 | - 1 | 545 | - 33 |
| Prince George (C) | 1,638 | 26,541 | - 2.5 | -14.1 | 28 | 0 | 1,849 | - 30 |
| Valemount/Robson Valley | 464 | 5,917 | 27.2 | -13.7 | 15 | - 2 | 457 | - 23 |
| Rest of Development Region | 1,042 | 17,398 | -15.9 | -12.8 | 60 | - 9 | 1,435 | - 93 |

Table 4: Room Revenue by Urban Centre, Unadjusted

| Development Region/ Urban Centre | Revenue | | | | Properties | | Rooms | |
|-------------------------------------|--------------|---------------|---------------|--------------|------------|------------|--------------|-------------|
| | (\$000) | | % change from | | (#) | # chg from | (#) | # chg from |
| | Dec-09 | YTD 09 | Dec-08 | YTD 08 | Dec-09 | Dec-08 | Dec-09 | Dec-08 |
| North Coast | 806 | 23,857 | -31.6 | -12.9 | 55 | - 4 | 1,717 | - 49 |
| Prince Rupert (C) | 283 | 7,980 | - 8.8 | - 9.4 | 14 | - 1 | 722 | - 39 |
| Terrace (C) | - | - | - | - | 7 | 0 | 302 | - |
| Rest of Development Region | - | - | - | - | 34 | - 3 | 693 | - 10 |
| Nechako | 466 | 9,821 | -15.9 | - 9.8 | 43 | 0 | 1,043 | - |
| Smithers (T) | 274 | 5,319 | - 5.0 | -11.3 | 14 | 0 | 451 | 52 |
| Rest of Development Region | 193 | 4,501 | -27.6 | - 8.0 | 29 | 0 | 592 | - 52 |
| Northeast | 5,036 | 67,700 | - 7.1 | -12.3 | 76 | - 4 | 4,702 | - 91 |
| Dawson Creek (C) | 1,162 | 15,459 | - 0.9 | 1.8 | 15 | - 1 | 633 | - 41 |
| Fort St. John (C) | 1,078 | 16,996 | -17.4 | -21.3 | 15 | 0 | 1,166 | - |
| Rest of Development Region | 2,796 | 35,246 | - 5.0 | -12.9 | 46 | - 3 | 2,903 | - 50 |

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

| Period | Vancouver Island/Coast | Mainland/ Southwest | Thompson/ Okanagan | Kootenay | Cariboo | North Coast | Nechako | Northeast | BC Total |
|---------------------------------------|---------------------------|------------------------|-----------------------|----------|---------|----------------|---------|-----------|-------------|
| Annual data | | | | | | | | | |
| 2005 | 309,134 | 910,093 | 236,479 | 81,467 | 49,272 | 22,070 | 9,649 | 63,400 | 1,681,564 |
| 2006 | 323,895 | 973,879 | 259,128 | 88,989 | 54,701 | 23,127 | 9,791 | 74,099 | 1,807,609 |
| 2007 | 351,617 | 1,044,766 | 293,097 | 105,026 | 61,892 | 27,682 | 11,246 | 68,633 | 1,963,959 |
| 2008 | 340,450 | 1,056,622 | 298,525 | 104,155 | 62,202 | 27,376 | 10,891 | 77,237 | 1,977,458 |
| 2009 | 308,355 | 923,334 | 267,230 | 91,947 | 54,281 | 23,857 | 9,821 | 67,700 | 1,746,525 |
| Annual growth rates | | | | | | | | | |
| 2005 | 5.2 | 4.5 | 7.5 | 4.8 | 12.7 | 3.8 | 16.5 | 23.0 | 5.9 |
| 2006 | 4.8 | 7.0 | 9.6 | 9.2 | 11.0 | 4.8 | 1.5 | 16.9 | 7.5 |
| 2007 | 8.6 | 7.3 | 13.1 | 18.0 | 13.1 | 19.7 | 14.9 | - 7.4 | 8.6 |
| 2008 | - 3.2 | 1.1 | 1.9 | - 0.8 | 0.5 | - 1.1 | - 3.2 | 12.5 | 0.7 |
| 2009 | - 9.4 | -12.6 | -10.5 | -11.7 | -12.7 | -12.9 | - 9.8 | -12.3 | -11.7 |
| Monthly data | | | | | | | | | |
| Dec-08 | 14,248 | 70,682 | 13,624 | 8,331 | 3,462 | 1,179 | 555 | 5,421 | 117,502 |
| Jan-09 | 12,066 | 69,088 | 14,693 | 8,660 | 3,158 | 960 | 393 | 6,596 | 115,614 |
| Feb-09 | 15,902 | 75,141 | 16,090 | 9,920 | 3,182 | 1,424 | 498 | 6,192 | 128,351 |
| Mar-09 | 19,162 | 77,003 | 17,478 | 8,831 | 3,785 | 1,372 | 687 | 6,611 | 134,929 |
| Apr-09 | 20,400 | 66,242 | 14,959 | 5,235 | 3,692 | 1,166 | 634 | 4,194 | 116,522 |
| May-09 | 27,737 | 76,191 | 20,729 | 5,775 | 4,619 | 1,931 | 688 | 3,920 | 141,589 |
| Jun-09 | 31,865 | 84,075 | 27,430 | 6,824 | 5,448 | 2,964 | 1,047 | 5,864 | 165,518 |
| Jul-09 | 44,187 | 96,008 | 42,689 | 10,881 | 6,353 | 4,166 | 1,153 | 5,709 | 211,146 |
| Aug-09 | 49,623 | 105,935 | 47,228 | 11,877 | 6,723 | 3,973 | 1,332 | 5,684 | 232,375 |
| Sep-09 | 35,888 | 86,473 | 26,853 | 8,413 | 6,061 | 2,627 | 1,254 | 5,738 | 173,307 |
| Oct-09 | 22,103 | 64,266 | 15,990 | 4,748 | 4,641 | 1,361 | 1,089 | 6,365 | 120,563 |
| Nov-09 | 15,431 | 58,201 | 10,246 | 3,258 | 3,452 | 1,107 | 579 | 5,791 | 98,065 |
| Dec-09 | 13,988 | 64,711 | 12,845 | 7,525 | 3,169 | 806 | 466 | 5,036 | 108,547 |
| Year-over-year percent changes | | | | | | | | | |
| Dec-08 | - 6.9 | - 9.5 | -10.5 | - 6.7 | - 9.4 | 21.8 | - 2.4 | 12.1 | - 8.0 |
| Jan-09 | -11.2 | -13.2 | - 6.9 | -16.5 | - 9.9 | 0.0 | -23.2 | 27.6 | -10.7 |
| Feb-09 | - 4.1 | -14.4 | - 7.3 | -16.7 | -13.1 | - 4.5 | -13.6 | - 4.4 | -12.0 |
| Mar-09 | -11.4 | -17.4 | -14.6 | -14.6 | -17.7 | - 9.4 | - 6.6 | -10.9 | -15.6 |
| Apr-09 | - 9.8 | -11.3 | - 7.3 | 1.4 | -20.8 | -13.7 | -14.2 | -28.1 | -11.2 |
| May-09 | -10.9 | -18.0 | -15.6 | -15.4 | -17.3 | -11.9 | -16.2 | -12.7 | -16.0 |
| Jun-09 | -17.3 | -20.6 | -15.1 | -18.6 | -18.8 | -23.6 | - 9.1 | -12.2 | -18.7 |
| Jul-09 | - 8.5 | -14.5 | - 3.3 | - 4.1 | -12.5 | -12.4 | - 7.7 | -14.9 | -10.5 |
| Aug-09 | -11.4 | -11.2 | -14.0 | -12.2 | -10.8 | - 0.6 | 2.3 | -20.3 | -11.9 |
| Sep-09 | - 5.7 | - 7.9 | - 7.5 | - 4.9 | - 6.6 | -11.7 | - 7.4 | -22.4 | - 7.8 |
| Oct-09 | - 6.0 | -10.2 | -13.1 | -12.1 | - 9.8 | -19.7 | - 8.0 | -16.5 | -10.4 |
| Nov-09 | - 4.7 | 6.3 | -13.5 | -12.6 | - 3.9 | -20.3 | -18.7 | -16.0 | - 1.1 |
| Dec-09 | - 1.8 | - 8.4 | - 5.7 | - 9.7 | - 8.5 | -31.6 | -15.9 | - 7.1 | - 7.6 |

December year-over-year growth rates

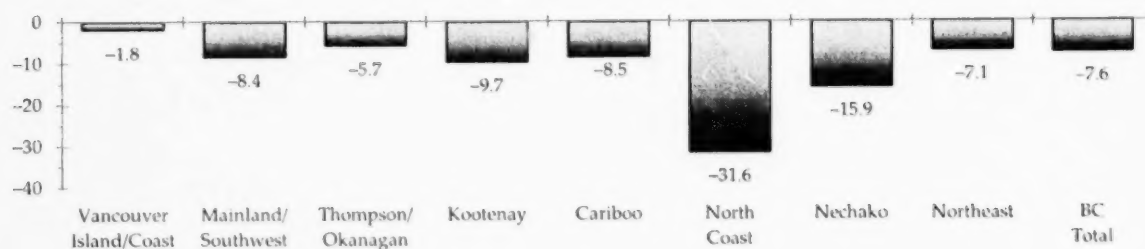


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

| Period | Total | USA | | | Overseas | | | |
|-------------------------------|-------|-------|----------|-----------|----------|-------|--------|--------------------|
| | | Total | Same-day | Overnight | Total | Asia | Europe | Other [†] |
| Annual data | | | | | | | | |
| 2005 | 7,225 | 5,751 | 2,314 | 3,436 | 1,474 | 724 | 494 | 257 |
| 2006 | 6,846 | 5,380 | 1,945 | 3,435 | 1,466 | 717 | 493 | 257 |
| 2007 | 6,577 | 5,062 | 1,765 | 3,297 | 1,515 | 699 | 519 | 297 |
| 2008 | 5,989 | 4,476 | 1,432 | 3,044 | 1,513 | 673 | 514 | 326 |
| 2009 | 5,608 | 4,295 | 1,431 | 2,864 | 1,313 | 575 | 471 | 267 |
| Annual percent changes | | | | | | | | |
| 2005 | - 3.0 | - 4.8 | - 6.6 | - 3.5 | 4.6 | 1.1 | 7.8 | 9.3 |
| 2006 | - 5.2 | - 6.5 | -16.0 | 0.0 | - 0.5 | - 0.9 | - 0.2 | 0.0 |
| 2007 | - 3.9 | - 5.9 | - 9.2 | - 4.0 | 3.3 | - 2.5 | 5.3 | 15.6 |
| 2008 | - 8.9 | -11.6 | -18.9 | - 7.7 | - 0.1 | - 3.8 | - 1.0 | 10.0 |
| 2009 | - 6.4 | - 4.0 | 0.0 | - 5.9 | -13.2 | -14.5 | - 8.5 | -18.1 |
| Monthly data | | | | | | | | |
| Jan-09 | 485 | 368 | 121 | 247 | 117 | 51 | 41 | 26 |
| Feb-09 | 486 | 369 | 124 | 245 | 118 | 52 | 40 | 26 |
| Mar-09 | 481 | 366 | 124 | 243 | 114 | 52 | 38 | 24 |
| Apr-09 | 479 | 362 | 122 | 240 | 117 | 52 | 41 | 24 |
| May-09 | 482 | 373 | 133 | 240 | 109 | 49 | 39 | 22 |
| Jun-09 | 456 | 353 | 120 | 233 | 103 | 44 | 37 | 22 |
| Jul-09 | 452 | 344 | 114 | 230 | 108 | 46 | 38 | 23 |
| Aug-09 | 448 | 340 | 116 | 224 | 108 | 47 | 39 | 21 |
| Sep-09 | 452 | 347 | 116 | 231 | 105 | 47 | 38 | 20 |
| Oct-09 | 453 | 350 | 111 | 238 | 103 | 43 | 40 | 21 |
| Nov-09 | 464 | 357 | 113 | 245 | 106 | 45 | 41 | 20 |
| Dec-09 | 470 | 366 | 118 | 248 | 104 | 46 | 39 | 19 |
| Jan-10 | 468 | 362 | 127 | 235 | 106 | 49 | 38 | 20 |
| Month-over-month growth rates | | | | | | | | |
| Jan-09 | 1.1 | 2.5 | 11.5 | - 1.4 | - 3.1 | - 5.8 | 0.0 | - 2.5 |
| Feb-09 | 0.2 | 0.2 | 2.2 | - 0.8 | 0.2 | 1.0 | - 2.4 | 2.9 |
| Mar-09 | - 1.2 | - 0.6 | - 0.1 | - 0.9 | - 2.9 | 1.0 | - 4.3 | - 8.6 |
| Apr-09 | - 0.3 | - 1.2 | - 1.7 | - 0.9 | 2.3 | - 0.4 | 7.7 | - 0.1 |
| May-09 | 0.6 | 3.0 | 8.9 | 0.0 | - 6.6 | - 6.7 | - 5.0 | - 8.8 |
| Jun-09 | - 5.4 | - 5.4 | - 9.6 | - 3.1 | - 5.5 | - 8.7 | - 3.7 | - 1.7 |
| Jul-09 | - 0.9 | - 2.4 | - 4.8 | - 1.1 | 4.1 | 4.6 | 1.6 | 7.4 |
| Aug-09 | - 0.9 | - 1.3 | 1.6 | - 2.8 | 0.4 | 1.8 | 3.6 | - 7.6 |
| Sep-09 | 1.0 | 2.2 | 0.1 | 3.3 | - 3.0 | - 0.5 | - 3.7 | - 7.0 |
| Oct-09 | 0.3 | 0.8 | - 4.0 | 3.2 | - 1.5 | - 8.6 | 4.3 | 4.3 |
| Nov-09 | 2.3 | 2.2 | 1.3 | 2.6 | 2.7 | 5.1 | 4.6 | - 5.7 |
| Dec-09 | 1.4 | 2.4 | 4.6 | 1.3 | - 2.0 | 2.6 | - 6.1 | - 4.0 |
| Jan-10 | - 0.4 | - 1.2 | 7.3 | - 5.2 | 2.5 | 5.1 | - 1.7 | 4.5 |

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

| Period | Air Passenger Traffic (000s) | | | | Other Transportation (000s) | | |
|--------------------------------------|------------------------------|----------|--------------|--------------|-----------------------------|------------|------------|
| | Vancouver | | | | Victoria | BC Ferries | |
| | Total | Domestic | Trans-border | Other Int'l. | Total | Vehicles | Passengers |
| Annual data | | | | | | | |
| 2005 | 16,419 | 8,348 | 4,107 | 3,965 | 1,318 | 8,539 | 21,791 |
| 2006 | 16,925 | 8,712 | 4,252 | 3,961 | 1,390 | 8,530 | 21,689 |
| 2007 | 17,495 | 9,017 | 4,361 | 4,117 | 1,482 | 8,559 | 21,690 |
| 2008 | 17,853 | 9,345 | 4,335 | 4,172 | 1,538 | 8,227 | 20,992 |
| 2009 | 16,173 | 8,677 | 3,842 | 3,654 | 1,533 | 8,296 | 20,956 |
| Annual growth rates | | | | | | | |
| 2005 | 4.4 | 4.5 | 3.6 | 5.0 | 5.5 | 0.1 | - 0.7 |
| 2006 | 3.1 | 4.4 | 3.6 | - 0.1 | 5.4 | - 0.1 | - 0.5 |
| 2007 | 3.4 | 3.5 | 2.6 | 4.0 | 6.6 | 0.3 | 0.0 |
| 2008 | 2.0 | 3.6 | - 0.6 | 1.3 | 3.8 | - 3.9 | - 3.2 |
| 2009 | - 9.4 | - 7.1 | -11.4 | -12.4 | - 0.4 | 0.8 | - 0.2 |
| Monthly data | | | | | | | |
| Jan-09 | 1,383 | 713 | 331 | 339 | 128 | 707 | 1,770 |
| Feb-09 | 1,387 | 732 | 330 | 325 | 126 | 682 | 1,726 |
| Mar-09 | 1,362 | 717 | 328 | 317 | 125 | 662 | 1,708 |
| Apr-09 | 1,388 | 728 | 337 | 323 | 128 | 684 | 1,748 |
| May-09 | 1,314 | 716 | 314 | 284 | 125 | 683 | 1,734 |
| Jun-09 | 1,284 | 708 | 304 | 273 | 126 | 699 | 1,765 |
| Jul-09 | 1,311 | 716 | 309 | 286 | 128 | 696 | 1,745 |
| Aug-09 | 1,334 | 730 | 312 | 292 | 127 | 704 | 1,750 |
| Sep-09 | 1,340 | 726 | 313 | 302 | 132 | 704 | 1,769 |
| Oct-09 | 1,338 | 723 | 318 | 297 | 127 | 694 | 1,738 |
| Nov-09 | 1,356 | 728 | 319 | 310 | 131 | 686 | 1,708 |
| Dec-09 | 1,377 | 741 | 330 | 307 | 132 | 695 | 1,796 |
| Jan-10 | 1,365 | 735 | 326 | 304 | 128 | 687 | 1,763 |
| Month-over-month growth rates | | | | | | | |
| Jan-09 | - 1.2 | - 2.8 | - 0.5 | 1.7 | 9.8 | 11.9 | 7.9 |
| Feb-09 | 0.3 | 2.8 | - 0.3 | - 4.3 | - 1.9 | - 3.6 | - 2.5 |
| Mar-09 | - 1.8 | - 2.0 | - 0.7 | - 2.3 | - 0.3 | - 2.8 | - 1.0 |
| Apr-09 | 1.8 | 1.4 | 2.7 | 1.9 | 2.0 | 3.3 | 2.3 |
| May-09 | - 5.3 | - 1.6 | - 6.8 | -12.0 | - 2.2 | - 0.2 | - 0.8 |
| Jun-09 | - 2.3 | - 1.2 | - 3.3 | - 4.2 | 0.6 | 2.4 | 1.8 |
| Jul-09 | 2.1 | 1.1 | 1.8 | 5.1 | 1.5 | - 0.5 | - 1.1 |
| Aug-09 | 1.7 | 2.1 | 0.8 | 1.9 | - 0.2 | 1.1 | 0.3 |
| Sep-09 | 0.4 | - 0.6 | 0.3 | 3.3 | 3.4 | 0.0 | 1.1 |
| Oct-09 | - 0.1 | - 0.3 | 1.9 | - 1.6 | - 3.3 | - 1.3 | - 1.8 |
| Nov-09 | 1.4 | 0.7 | 0.0 | 4.4 | 3.3 | - 1.2 | - 1.7 |
| Dec-09 | 1.5 | 1.8 | 3.5 | - 1.0 | 0.4 | 1.4 | 5.1 |
| Jan-10 | - 0.9 | - 0.9 | - 1.1 | - 0.8 | - 2.9 | - 1.1 | - 1.8 |

Data Source: Vancouver Airport Authority, Victoria Airport Authority and BC Ferries.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

| Period | Employment in key tourism industries ¹ (000s) | | | | Hotel Industry ² | | Consumer Price Index ¹ | |
|--------------------------------------|--|---------------|--------------------------|----------------------------------|---------------------------------|----------------|-----------------------------------|-------------------------------|
| | Air transport ⁴ | Accommodation | Food & beverage services | Arts, entertainment & recreation | Occupancy Rate ³ (%) | Room Rate (\$) | Traveller accom- modation | Restaurant meals ⁴ |
| Annual data | | | | | | | | |
| 2005 | 15.8 | 32.9 | 128.8 | 33.3 | 63.9 | 116.3 | 80.0 | 106.6 |
| 2006 | 16.4 | 35.2 | 135.1 | 35.5 | 65.7 | 122.0 | 77.5 | 109.3 |
| 2007 | 16.7 | 35.8 | 141.1 | 36.5 | 66.6 | 128.0 | 81.1 | 112.2 |
| 2008 | 16.5 | 36.4 | 149.0 | 35.6 | 64.4 | 133.8 | 83.5 | 115.1 |
| 2009 | 17.4 | 33.7 | 150.5 | 37.7 | 58.9 | 128.4 | 80.6 | 118.2 |
| Annual growth rates | | | | | | | | |
| 2005 | 1.9 | 4.5 | 2.4 | 0.5 | 2.7 | 0.5 | - 3.1 | 2.9 |
| 2006 | 3.7 | 6.9 | 4.9 | 6.8 | 1.8 | 4.9 | - 3.2 | 2.5 |
| 2007 | 1.9 | 1.6 | 4.5 | 2.8 | 0.9 | 4.9 | 4.7 | 2.6 |
| 2008 | - 1.3 | 1.7 | 5.5 | - 2.5 | - 2.2 | 4.5 | 3.0 | 2.6 |
| 2009 | 5.5 | - 7.3 | 1.0 | 6.0 | - 5.4 | - 4.0 | - 3.5 | 2.7 |
| Monthly data | | | | | | | | |
| Jan-09 | 16.7 | 35.4 | 153.1 | 37.4 | 60.7 | 132.0 | 82.0 | 117.1 |
| Feb-09 | 18.2 | 35.7 | 153.6 | 37.1 | 62.1 | 131.0 | 81.4 | 117.5 |
| Mar-09 | 17.7 | 34.3 | 151.1 | 36.9 | 58.7 | 129.7 | 81.2 | 117.9 |
| Apr-09 | 17.8 | 33.9 | 149.6 | 37.0 | 59.0 | 130.7 | 81.2 | 117.9 |
| May-09 | 16.7 | 32.9 | 150.1 | 37.8 | 57.2 | 128.2 | 80.5 | 118.1 |
| Jun-09 | 17.0 | 32.3 | 148.3 | 38.4 | 57.0 | 125.2 | 79.7 | 117.9 |
| Jul-09 | 17.0 | 33.1 | 149.8 | 38.2 | 58.7 | 123.7 | 78.7 | 117.7 |
| Aug-09 | 17.8 | 33.0 | 149.4 | 37.9 | 60.7 | 125.4 | 80.2 | 118.4 |
| Sep-09 | 17.7 | 33.4 | 150.2 | 38.2 | 59.0 | 126.1 | 79.3 | 118.7 |
| Oct-09 | 17.6 | 33.1 | 149.5 | 37.8 | 57.9 | 128.3 | 80.0 | 118.9 |
| Nov-09 | 17.3 | 33.3 | 150.9 | 37.8 | 58.3 | 131.8 | 81.2 | 118.9 |
| Dec-09 | 17.2 | 33.9 | 150.2 | 38.3 | 57.9 | 128.9 | 81.5 | 119.0 |
| Jan-10 | 17.4 | 33.8 | 150.4 | 35.9 | x | x | 83.3 | 119.1 |
| Month-over-month growth rates | | | | | | | | |
| Jan-09 | 0.2 | - 2.4 | - 0.2 | 6.2 | - 0.1 | - 0.3 | - 3.6 | 0.3 |
| Feb-09 | 9.0 | 0.9 | 0.3 | - 0.9 | 1.4 | - 0.8 | - 0.7 | 0.3 |
| Mar-09 | - 2.4 | - 3.8 | - 1.6 | - 0.4 | - 3.4 | - 1.0 | - 0.2 | 0.3 |
| Apr-09 | 0.5 | - 1.2 | - 1.0 | 0.1 | 0.3 | 0.8 | 0.0 | 0.0 |
| May-09 | - 6.5 | - 3.2 | 0.4 | 2.3 | - 1.8 | - 1.9 | - 0.9 | 0.2 |
| Jun-09 | 1.8 | - 1.6 | - 1.2 | 1.7 | - 0.2 | - 2.3 | - 1.0 | - 0.2 |
| Jul-09 | 0.3 | 2.5 | 1.0 | - 0.7 | 1.7 | - 1.2 | - 1.3 | - 0.2 |
| Aug-09 | 4.5 | - 0.6 | - 0.3 | - 0.8 | 2.0 | 1.4 | 1.9 | 0.6 |
| Sep-09 | - 0.3 | 1.4 | 0.5 | 0.9 | - 1.7 | 0.6 | - 1.1 | 0.3 |
| Oct-09 | - 0.7 | - 0.9 | - 0.4 | - 1.2 | - 1.1 | 1.7 | 0.9 | 0.2 |
| Nov-09 | - 1.8 | 0.6 | 0.9 | 0.0 | 0.4 | 2.7 | 1.5 | 0.0 |
| Dec-09 | - 0.5 | 1.7 | - 0.4 | 1.3 | - 0.4 | - 2.2 | 0.4 | 0.1 |
| Jan-10 | 1.0 | - 0.2 | 0.1 | - 6.3 | x | x | 2.2 | 0.1 |

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

| Period | Food Services and Drinking Places ¹ Receipts (\$ million) | | | | | |
|--------------------------------------|--|-----------------|---------------|--------|-----------------|---------------|
| | BC ² | | | Canada | | |
| | Total | Drinking Places | Food Services | Total | Drinking Places | Food Services |
| Annual data | | | | | | |
| 2005 | 6,916 | 712 | 6,203 | 41,190 | 2,724 | 38,466 |
| 2006 | 7,405 | 576 | 6,788 | 43,356 | 2,580 | 40,775 |
| 2007 | 7,611 | 622 | 6,937 | 44,637 | 2,521 | 42,116 |
| 2008 | 7,664 | 647 | 7,017 | 46,682 | 2,549 | 44,133 |
| 2009 | 7,853 | 659 | 7,201 | 48,045 | 2,579 | 45,466 |
| Annual growth rates | | | | | | |
| 2005 | 3.0 | - 7.6 | 4.4 | 3.4 | - 0.6 | 3.7 |
| 2006 | 7.1 | -19.2 | 9.4 | 5.3 | - 5.3 | 6.0 |
| 2007 | 2.8 | 8.1 | 2.2 | 3.0 | - 2.3 | 3.3 |
| 2008 | 0.7 | 4.0 | 1.2 | 4.6 | 1.1 | 4.8 |
| 2009 | 2.5 | 1.8 | 2.6 | 2.9 | 1.2 | 3.0 |
| Monthly data | | | | | | |
| Jan-09 | 657 | x | x | 3,936 | 217 | 3,719 |
| Feb-09 | 641 | x | x | 3,950 | 220 | 3,730 |
| Mar-09 | 637 | 54 | 587 | 3,966 | 219 | 3,747 |
| Apr-09 | 650 | x | x | 3,988 | 217 | 3,771 |
| May-09 | 652 | x | x | 4,014 | 215 | 3,799 |
| Jun-09 | 652 | 57 | 593 | 3,985 | 216 | 3,769 |
| Jul-09 | 660 | 57 | 602 | 4,016 | 214 | 3,802 |
| Aug-09 | 667 | 57 | 613 | 4,016 | 215 | 3,801 |
| Sep-09 | 668 | x | x | 4,047 | 214 | 3,832 |
| Oct-09 | 664 | 53 | 609 | 4,035 | 213 | 3,821 |
| Nov-09 | 650 | x | x | 4,016 | 206 | 3,809 |
| Dec-09 | 654 | x | x | 4,077 | 212 | 3,865 |
| Jan-10 | 664 | x | x | 4,089 | 213 | 3,876 |
| Month-over-month growth rates | | | | | | |
| Jan-09 | 6.4 | x | x | 1.6 | 1.9 | 1.6 |
| Feb-09 | - 2.5 | x | x | 0.3 | 1.4 | 0.3 |
| Mar-09 | - 0.7 | - 1.1 | - 0.6 | 0.4 | - 0.7 | 0.5 |
| Apr-09 | 2.2 | x | x | 0.6 | - 0.6 | 0.6 |
| May-09 | 0.2 | x | x | 0.6 | - 1.1 | 0.7 |
| Jun-09 | 0.1 | 3.4 | - 0.6 | - 0.7 | 0.7 | - 0.8 |
| Jul-09 | 1.1 | 0.2 | 1.4 | 0.8 | - 1.2 | 0.9 |
| Aug-09 | 1.2 | 0.7 | 1.8 | 0.0 | 0.3 | 0.0 |
| Sep-09 | 0.2 | x | x | 0.8 | - 0.2 | 0.8 |
| Oct-09 | - 0.7 | x | x | - 0.3 | - 0.4 | - 0.3 |
| Nov-09 | - 2.1 | x | x | - 0.5 | - 3.2 | - 0.3 |
| Dec-09 | 0.7 | x | x | 1.5 | 2.8 | 1.4 |
| Jan-10 | 1.5 | x | x | 0.3 | 0.5 | 0.3 |

¹Data Source: Statistics Canada & BC Stats

x = Data currently not available

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

| Type | Definition |
|---|--|
| <i>Hotel</i> | These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities. |
| <i>Motel</i> | These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms. |
| <i>Freshwater/Saltwater Fishing Lodge</i> | These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies. |
| <i>Vacation Rental</i> | These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.) |
| <i>Miscellaneous</i> | All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts. |

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

| Type | Definition |
|-----------|-----------------------|
| <i>C</i> | City |
| <i>DM</i> | District Municipality |
| <i>RM</i> | Resort Municipality |
| <i>T</i> | Town |
| <i>V</i> | Village |